

MANAGEMENT **(Paper II)**

Time Allowed : Three Hours

Maximum Marks : 300

QUESTION PAPER SPECIFIC INSTRUCTIONS

(Please read each of the following instructions carefully before attempting questions)

There are TWELVE questions divided in four Sections of three questions each.

Candidate has to attempt any FIVE questions, selecting not more than TWO questions from any one Section.

All questions carry equal marks.

Wherever any assumptions are made for answering a question, they must be clearly indicated.

Word limit in questions, wherever specified, should be adhered to.

SECTION I

1. (a) How is a market strategy evolved for launching a product in domestic market?
(b) What precautions are essential for such a launching for export marketing operations?
2. (a) Critically evaluate the different marketing research models and explain which model in your opinion is considered to be the best.
(b) What is a Marketing Information System and how has the advancement in Information Technology affected the Marketing Information Systems?
3. (a) Evaluate the role of Indian Government in shortlisting the main problems of export marketing and also in solving these problems successfully.
(b) Do you find the scope of export marketing extremely bright in the next decade?

SECTION II

4. (a) Discuss the various factors that are taken into considerations while designing a product.
(b) Explain the advantages and disadvantages of standardization giving the role of ISO certification.
5. (a) Discuss the methodology of constructing a control chart and its usage.
(b) Explain the chief techniques of Statistical Quality Control.
6. (a) Differentiate between PERT and CPM giving their limitations.
(b) What do you mean by routing and transportation?

SECTION III

7. (a) The break-even analysis is a useful device in profit planning. Give your views.
(b) Give your opinion on Sales Mix. Would it be really important for the cost-volume profit inter-relations to allocate fixed cost to individual product lines?
8. (a) Give your opinion on financial management problems in Public Sector in India.
(b) What are the merits of performance budgeting?
9. (a) What are the considerations that decide the size of working capital in a concern?
(b) Give your views on management of cash, inventories and receivables.

SECTION IV

10. (a) Describe the developmental phases and history of Trade Unionism in India.

- (b) Briefly point out the characteristics of Industrial Disputes Legislation.
- 11. (a) What do you understand by conciliation and adjudication? Describe these procedures fully.
 - (b) How can the employee morale be raised? Explain main techniques of motivation.
- 12. (a) What do you mean by conflict management and management of change and development?
 - (b) Briefly narrate the main characteristics of Payment of Bonus Act.